Soliciting and Selecting
Host Cities and Venues:

Overview

- There are a multitude of factors that must be evaluated when identifying a host city/venue for an event
- All parties must develop an understanding of each other's wants and needs
- A request for proposal (RFP) is an essential piece in the process of finding the right host for an event
- High profit margins and low expenses are typically the most prominent issues for event organizers and host cities

Key Terms

- Convention and visitor's bureau (CVB): Organization focused on bringing events to it's area lodging
- Room nights: stat defined as one room per one night
- Economic impact: measure of new revenues or losses to the local economy due to an event, convention, etc.
- Request for proposal (RFP): bid document sent by events to possible facilities/cities
- Local organizing committee (LOC): group of people from a city that will primarily interact with event organizers
- Sponsor exclusivity: possible conflicts of sponsors of events and host facilities

Request for Proposal

- A bid document outlining the prospective host or vendor's capabilities and advantages for hosting an event
- Also, a sales and marketing document

• Introduction
– Describes the event in general terms, lays out advantages to hosting the event
• Event description (including history and impacts)
– More detailed description; estimate on participants, fans, etc.
– Facts/stats from past events as well as naming areas that have hosted prior
– Concludes with how the prospective host should respond, deadline for submissions, contact info with organizer
• Event schedule
– As many details as organizer has/wants to share
– Arrival/departure of athletes, fan, etc.
– Start and end of event and supporting activities

Request for Proposal
• Role of the event organizer
– Outline all responsibilities (operational and financial) for event organizer
– Include background information/qualifications of organizers
• Role of the host city/venue
– Details needed for city to make a proposal to host
– Questionnaires are helpful with supporting information to determine feasibility
• Definition of the ideal event site (including minimum requirements of the event)
• Benefits to the host city/venue
– Outline all benefits to host city
• Sponsors and marketing rights
• Response format